

Rep Order# 6817336 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 102176 Last Received: Printed: 05/29/2012 9:22 AM

1 of 3

Station KSNV-TV LAS VEGAS, NV.

Advertiser () DEM CNG CMP COMM

Product DEM CONG CAMP COMM

Estimate# 1199

Buyer Katie Keuleman

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA

1010 WISCONSIN AVE NW, #800

WASHINGTON, DC 20007

Agency CP1/P2E 11/4/1199

Flight Dates 10/11/2012 - 10/15/2012

Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —
SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	TH-F,M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$400.00	10/11-10/15	4	1	4	\$1,600.00	
2	TH,SU-M	430A-459A		WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/11-10/15	5	1	5	\$1,000.00	
3	TH-F,M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$725.00	10/11-10/15	5	1	5	\$3,625.00	
4	TH-F,M	7A-9A		TODAY SHOW	:30	\$900.00	10/11-10/15	4	1	4	\$3,600.00	
5	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
6	SA	7A-9A		SATURDAY TODAY	:30	\$625.00	10/13-10/13	1	1	1	\$625.00	
7	SU	6A-7A		NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
8	SU	7A-8A		TODAY ON SUNDAY	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
9	SU	9A-930A		NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
10	SU	930A-10A		CHRIS MATTHEWS SHOW	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
11	TH-F,M	9A-10A		TODAY SHOW II	:30	\$425.00	10/11-10/15	5	1	5	\$2,125.00	
12	TH-F,M	10A-11A		TODAY SHOW III	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
13	TH-F,M	11A-12P		RACHEL RAY	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
14	TH-F,M	12P-1230P		NEWS 3 AT NOON	:30	\$425.00	10/11-10/15	5	1	5	\$2,125.00	

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EC'd Yes

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Traffic Order# 102176 Last Received: Printed: 05/29/2012 9:22 AM

Last Received: 05/22/2012 7:04 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.

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Estimate# 1199

Katie Keijleman

Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Total Spots

Spots/Week Weeks Total Cost

Spots/Week Dayspart

Agency () GREAT AMERICAN MEDIA

1010 WISCONSIN AVE NW, S#800

WASHINGTON, DC 20007

WASHINGON, DC 20007

Agency C/P/I/P2/E

11/14/1199

Flight Dates 10/11/2012 - 10/15/2012

Hiatus Weeks

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Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

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Len Rate Dates

Spots/Week # of Total Spots

Spots/Week Weeks Total Cost

Spots/Week Dayspart

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LT In Day Time Program

Len Rate Dates

Spots/Week # of Total Spots

Spots/Week Weeks Total Cost

Spots/Week Dayspart

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—REPORT TOTALS—
Report Totals: 91 / \$59,025.00

—SALES MONTHLY TOTALS—

Oct 12: 91 / \$59,025.00
Sales Totals: 91 / \$59,025.00
Station Totals: 91 / \$59,025.00
Lines not sent/recl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	\$196,750	CATV	0%	KBLR	0%	KING	0%	XIAS	24%	KSNV	30%
KTNV	16%		KTUD	1%	KVCM	2%	KVNY	7%	KVVU	20%		
XXXX	0%											

—COMPETITIVE COMMENTS—
EST SHARES

Books MAY12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE